

**REMARKS**

Claims 1-9 are pending. Applicants respectfully submit no new material is presented herein.

Applicants appreciate the Examiner withdrawing Curran et al. as a basis for rejecting Claims 1-9.

**Claim Rejections – 35 U.S.C. §102**

Claims 1-9 are rejected under 35 U.S.C. §102(e) as being anticipated by U.S. Patent Number 6,141,653 to Conklin et al. (Conklin). Applicants respectfully traverse the rejection.

The Office Action states the instant application is being interpreted as a marketing support system connected to an open network wherein a supplier (customer) would input technical information as a request through a support system connected to an open network that is connected to various sales agencies, the server would provide information pertaining to a request from sales agencies, a supplier would then select a sale agency with a purchase, and a sales agency would process the transaction or purchase order for the supplier (customer). The Office Action then notes that a marketing support system can be selling many things other than selling mechanical component products and that it is not important how the mechanical component is purchased, but it is important whether the (supplier) customer would purchase any component product at the end as requested through a marketing support system connected to an open network.

Applicants respectfully submit the interpretation of the Office Action with regards to the instant patent application is incorrect and does not properly summarize the invention and/or describe the purpose of the invention.

Applicants note Claim 1 recites a marketing support system for allowing a supplier, which manufactures and sells to at least one sales agency a mechanical component having a rolling element and a sliding bearing, to support the at least one sales agency selling said mechanical component to a purchaser, wherein a communication device of the supplier is connected to an open network and comprises: technical information service means for providing technical information required to select said mechanical component; and sales agency introduction means for introducing the at least one sales agency selling said mechanical component, and a communication device of the at least one sales agency is connected to the open network and comprises: order processing means for taking an order from the purchaser to purchase the mechanical component and for electronically processing the purchase order, and wherein the purchaser accesses the communication device of the supplier over the open network to select and purchase the mechanical component from one of the at least one sales agency.

As stated above, Claim 1 recites a purchaser from whom an order is taken and electronically processed. The purchaser accesses the supplier's communication device over the open network to select and purchase the mechanical component from one of the sales agencies. As such, there are three parties, the supplier, the at least one sales agency and the purchaser. The supplier manufactures and sells the mechanical component to the sales agency from whom the purchaser orders the component.

Therefore, the purchaser, not the supplier, as erroneously interpreted by the Office Action is the customer as the purchaser is the party which selects and purchases the mechanical component. See Claim 1.

As noted above, Claim 1 recites a marketing support system having, among other features, "technical information service means for providing technical information required to select said mechanical component."

The Office Action, in an attempt to argue that Conklin teaches a corresponding feature, asserts that Conklin teaches "technical information service means for providing technical information required to select said component {Column 12, Lines 59-62, wherein this reads over "The production purchasing buyer needs to be able to collect information about sellers, and it would help to know that some entity has screened them and monitors them for adherence to some known set of standards and reputability"}; and." While Applicants agree, purchasers, in general, should be able to learn more about the entity from which they are purchasing an item, but such information is irrelevant to that which is recited by Claim 1.

In particular, information relating to the "reputation" or "standing" of the seller (in this case, the sales agency) has nothing to do with Claim 1 and does not qualify as "technical information." The information which the Office Action speaks of relates to the goodwill of the sales agency and not information relating to the product being sold/purchased. Rather, the "technical information" recited in claim 1 relates to information about the product being purchased, in this case, a mechanical component, which the purchaser "requires" to select the mechanical component properly or correctly. The "goodwill" of the sales agency, while arguably a factor considered by any

purchaser when thinking of buying a product from the sales agency, is not "technical information" because information regarding the "goodwill" of a sales agency has nothing to do with the technical information of the product under consideration. This point was clearly explained in the paragraph bridging pages 5-6 of the originally filed application, which also corresponds to paragraph [0010] of the published patent application, and states: "[0010] ***A purchaser who has gained access to the home page of a supplier is provided with technical information useful for selecting a mechanical component and informed of a sales agency selling the mechanical component at the same time.*** This allows the provision of technical information to be directly connected to winning an order for mechanical components, thus making it possible to promote the sales activity of sales agencies through supplier's support for agencies. This serves to make full use of current marketing channels and thereby makes it possible to provide more business opportunities in the commercial market. On the other hand, a nationwide sales agency network is introduced to purchasers and thereby services are provided for the purchaser in closer touch with the region. In addition, purchasing mechanical components of this type usually involves consultations on their selection. ***The present invention provides technical information useful for the selection, thereby making it possible for the purchaser to select desired mechanical components on the spot. This facilitates the selection of mechanical components and gives purchasers an introduction to a sales agency, thereby making it possible for the purchaser to purchase mechanical components without going through complicated procedures.***"

Applicants have reviewed Conklin in detail and are unable to locate any such disclosure or suggestion that Conklin's system for conducting negotiations between two parties (a feature that is not recited by Claim 1); and/or a system that creates sponsored communities for enabling iterative, multivariate negotiations (another feature that is not recited by Claim 1) provides a purchaser with technical information that is required to select a product which the purchaser is considering buying. Instead, as cited by the Office Action, Conklin provides assurances, possibly in the form of a certificate, that the sellers on Conklin's system have been vetted by someone somewhere, which has nothing to do with the actual technical features or information of the product being considered for purchase by the purchaser.

Finally, as noted above, the Office Action interprets the patent application to relate to a marketing support system wherein ". . . a sales agency would process the transaction or purchase order for the supplier (customer)." Applicants respectfully disagree with the interpretation as it incorrectly characterizes the invention recited by Claim 1 and disclosed in the instant patent application. In particular, Applicants note that in the patent application, the purchaser is the customer not the supplier or the sales agency as it is the purchaser whom selects and purchases the product, i.e., mechanical component. Moreover, the order processing means and not the sales agency takes the purchase order submitted by the purchaser and electronically process the order.

As is clear from above, Applicants respectfully submit Conklin does not disclose or suggest each and every feature recited by Claim 1, especially in view of the manner in which the Office Action has chosen to interpret the teachings of Conklin and the features specifically recited by Claim 1.

To qualify as prior art, each feature of a rejected claim must be disclose or suggested by the applied art. As explained above, Conklin does not disclose or suggest each and every feature recited by Claim 1. Therefore, Applicants respectfully submit Claim 1 is not anticipated by or rendered obvious in view of Conklin and should be deemed allowable.

Claims 2-9 depend from Claim 1. It is respectfully submitted that these dependent claims be deemed allowable over Conklin for at least the same reasons Claim 1 is allowable, as well as for the additional subject matter recited therein.

Withdrawal of the rejection is respectfully requested.


### **Conclusion**

In view of the foregoing, reconsideration of the application, withdrawal of the outstanding rejection, allowance of Claims 1-9, and the prompt issuance of a Notice of Allowability are respectfully solicited.

Should the Examiner believe anything further is desirable in order to place this application in better condition for allowance, the Examiner is requested to contact the undersigned at the telephone number listed below.

In the event that the filing of this paper is not deemed timely, Applicants petition for an appropriate extension of time. Any petition fee for the extension of time and any other fees that may be required in relation to this paper can be charged to Deposit Account No. 01-2300, **referencing Docket No. 100725-00051.**

Respectfully submitted,

  
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